

(modified PTO/SB/08A)

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| (modified PTO/SB/08A) U.S. Department of Commerce Patent and Trademark Office INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i> | | | | <u>Complete if Known</u> Application Number: 10/749,110 Filing Date: December 29, 2003 First Named Inventor: Chad Lester Group Art Unit: 2446 Examiner Name: Willow W. Noonan | |
| Sheet | 1 | of | 3 | Attorney Docket No.: Google-33/APP (GP-086-00-US) | |

U.S. PATENT DOCUMENTS

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| Examiner Signature | | Date Considered | |
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609 Draw line through citation if not in conformance and not considered Include copy of this form with next communication to applicant.

1 Unique citation designation number 2 See attached kinds of U.S. Patent Documents 3 Enter Office that Issued the document, by the two-letter code (WIPO Standard ST.3) 4 For Japanese patent documents, the Indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16, if possible 6 Applicant is to place a check mark here if English language translation is attached.

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| OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS | | | | | T ² |
|--|-----------------------|--|--|--|----------------|
| Examiner Initials* | Cite No. ¹ | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source | | | |
| | AI | comp.infosystems.www.providers Mar 14 1995 posting | | | |
| | AJ | FocaLink business plan dated June 6, 1995 | | | |
| | AK | Nov. 7, 1995 email from Jason Strober to Ron Kovas, David Zinman, and Karen Johnson | | | |
| | AL | Nov. 13, 1995 email from Jason Strober to Jennifer Ratner, copying Ron Kovas, David Zinman, and Michael Wang | | | |
| | AM | Nov. 21, 1995 email from Jason Strober to "aroskey@nww.com" | | | |
| | AN | Dec. 5, 1995 email from Jennifer Ratner to wigley@utne.com | | | |
| | AO | Dec. 12, 1995 email from Michael Wang to Jason Strober | | | |
| | AP | Major Companies, Ad Agencies Using New Internet Ad Server; Focalink's SmartBanner Enables Cost-Effective Marketing on the Web, Business Wire, Feb. 5, 1996 | | | |
| | AQ | comp.infosystems.www.servers.unix Feb 15 1996 posting | | | |
| | AR | March 14, 1996 "Welcome to FocaLink!" promotional package | | | |
| | AS | Declaration of Dwight Merriman (Feb. 9, 2001) | | | |
| | AT | Preliminary Invalidity Contentions, Web Tracking Solutions LLC and Daniel Wexler vs Google Inc., Civil Action No. 1:08-CV-03139, dated June 26, 2009 (12 pgs.) | | | |
| | AU | Preliminary Invalidity Contentions (Exhibits), Web Tracking Solutions LLC and Daniel Wexler vs Google Inc., Civil Action No. 1:08-CV-03139 (60 pgs.) (June 26, 2009) | | | |
| | AV | Apache WebServer 1.0 code mod_alias.c file | | | |
| | AW | Apache WebServer 1.0 Documentation | | | |
| | AX | CERN WebServer Config/Rules (Web page) | | | |
| | AY | CERN WebServer httpd CGI/HTImageDoc (Web page) | | | |
| | AZ | CERN WebServer httpd Documentation files CGI/Overview (Web page) | | | |
| | BA | CERN WebServer httpd Guide | | | |
| | BB | Edelbrock & Borwankar, Building Successful Internet Businesses, IDG Books Worldwide, Inc., US, 1996 | | | |
| | BC | getrequest.cpp file | | | |
| | BD | GN WebServer version 2.24 code cgi.c file | | | |
| | BE | Graham, Ian S., HTML Sourcebook, John Wiley & Sons (1995) (ISBN 0471118494) | | | |
| | BF | Internet Draft: HyperText Transfer Protocol – HTTP/1.0, pages 1-46 | | | |
| | BG | Internet Draft: Basic HTTP as Defined in 1992 | | | |
| | BH | Kohda & Endo, Ubiquitous Advertising on the WWW: Merging Advertisement on the Browser | | | |
| | BI | log.cpp file | | | |
| | BJ | Meeker, Mary, The Internet Advertising Report, HarperBusiness, US, 1997. | | | |
| | BK | NCSA HTTPd v. 1.4.2 code (cgi-bin/srm.conf-dist) | | | |
| | BL | NCSA HTTPd v. 1.4.2 code (src/http_config.c) | | | |
| | BM | NCSA HTTPd v. 1.4.2 code(src/http_log.c) | | | |
| | BN | NCSA HTTPd v. 1.4.2 code (src/http_script.c) | | | |
| | BO | NCSA HTTPd v. 1.5 Documentation file HTTPd.ps | | | |

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| | BP | Novak & Hoffman, New Metrics for New Media: Toward the Development of Web Measurement Standards | |
| | BQ | O'Reilly, Tim, Publishing Models for Internet Commerce, COMMUNICATIONS OF THE ACM, June 1996/Vol. 39, No. 6, pps 79-86 | |
| | BR | PHP Programming Language Source Code version 1.08 phpl.c file | |
| | BS | RFC 1945 | |
| | BT | "The Rise of the Infomediary," The Economist, June 24, 1999 | |
| | BU | Spinner v. 1.0b12 WebServer code (server/modules/cgi.lpc) | |
| | BV | Spinner v. 1.0b12 WebServer code (server/modules/directories.lpc) | |
| | BW | Spinner v. 1.0b12 WebServer code (server/modules/htaccess.lpc) | |
| | BX | Spinner v. 1.0b12 WebServer code (server/modules/mainconfig.lpc) | |
| | BY | Spinner v. 1.0b12 WebServer code (server/modules/redirect.lpc) | |
| | BZ | Spinner WebServer Documentation configuration (configuration/specific) | |
| | CA | Spinner WebServer Documentation configuration (faq) | |
| | CB | Spinner WebServer Documentation configuration (modules) | |
| | CC | Spinner WebServer Documentation configuration (mods/relay) | |
| | CD | Spinner WebServer Documentation configuration (redirect) | |
| | CE | Spinner WebServer Documentation configuration (server/modules/htaccess.lpc) | |
| | CF | Zeff & Aronson, Advertising on the Internet (1st ed.) | |
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